

CONTRACT



KOAT
3801 Carlisle Blvd. NE
Albuquerque, NM 87107
(505)884-7777

And:

Media Strategies & Research
1580 Lincoln Street
Suite 510
Denver, CO 80203

Contract / Revision 944601 /		Alt Order #
Product		
Candidate		
Contract Dates 10/08/12 - 10/14/12		Estimate # 11648
Advertiser Heinrich/D/Senate		Original Date / Revision 09/28/12 / 09/28/12
Billing Cycle EOM/EOC	Billing Calendar Broadcast	Cash/Trade Cash
Station KOAT	Account Executive Beth Pfefferle	Sales Office Albuquerque - L
Special Handling		
Demographic Adults 25-54		
IDB#	Advertiser Code	Product Code
Agency Ref		Advertiser Ref

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	KOAT	10/08/12	10/12/12	5a A7N More In The AM	5-6a		:30			NM	5	\$750.00
		Class of Time - Immediately Pre-emptible without notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	MTWTF--				5	\$150.00			
N 2	KOAT	10/08/12	10/12/12	6a A7N More In The AM	6-7a		:30			NM	10	\$4,000.00
		Class of Time - Immediately Pre-emptible without notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	MTWTF--				10	\$400.00			
N 4	KOAT	10/08/12	10/12/12	Good Morning America	7-9a		:30			NM	10	\$3,000.00
		Class of Time - Immediately Pre-emptible without notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	MTWTF--				10	\$300.00			
N 7	KOAT	10/13/12	10/13/12	Sa A7N Balloon Fiesta	6-9a		:30			NM	1	\$250.00
		Class of Time - Immediately Pre-emptible without notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	-----S-				1	\$250.00			
N 9	KOAT	10/14/12	10/14/12	Su A7N Balloon Fiesta	6-9A		:30			NM	1	\$250.00
		Class of Time - Immediately Pre-emptible without notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	-----S				1	\$250.00			
N 13	KOAT	10/08/12	10/12/12	Chew, The	12-1pm		:30			NM	3	\$240.00
		Class of Time - Immediately Pre-emptible without notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	M-W-F--				3	\$80.00			
N 15	KOAT	10/11/12	10/11/12	General Hospital	2-3p/1-2p		:30			NM	1	\$110.00
		Class of Time - Immediately Pre-emptible without notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	---T---				1	\$110.00			
N 17	KOAT	10/08/12	10/12/12	Ellen 3-4p	3-4p		:30			NM	5	\$625.00
		Class of Time - Immediately Pre-emptible without notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			

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Contract / Revision	Alt Order #
944601 /	

Contract Dates	Product	Estimate #
10/08/12 - 10/14/12	Candidate	11648

Advertiser	Original Date / Revision
Heinrich/D/Senate	09/28/12 / 09/28/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
<div><div><div><div><div><div><u>Start Date</u></div><div><u>End Date</u></div></div><div><div><u>Weekdays</u></div><div><u>Spots/Week</u></div></div><div><div><u>Rate</u></div></div></div></div><div>Week: 10/08/1210/14/12MTWTF--5\$125.00</div></div></div>												
N 19	KOAT	10/08/12	10/12/12	Dr Oz	4-5p		:30			NM	9	\$2,925.00
<div>Class of Time - Immediately Pre-emptible without notice</div> <div><div><div><div><div><div><u>Start Date</u></div><div><u>End Date</u></div></div><div><div><u>Weekdays</u></div><div><u>Spots/Week</u></div></div><div><div><u>Rate</u></div></div></div></div><div>Week: 10/08/1210/14/12MTWTF--9\$325.00</div></div></div>												
N 20	KOAT	10/08/12	10/11/12	The View 10-11a	10-11a		:30			NM	3	\$540.00
<div>Class of Time - Immediately Pre-emptible without notice</div> <div><div><div><div><div><div><u>Start Date</u></div><div><u>End Date</u></div></div><div><div><u>Weekdays</u></div><div><u>Spots/Week</u></div></div><div><div><u>Rate</u></div></div></div></div><div>Week: 10/08/1210/14/12MT-T---3\$180.00</div></div></div>												
N 21	KOAT	10/08/12	10/12/12	Action 7 News @ 5p	5-530p		:30			NM	7	\$3,150.00
<div>Class of Time - Immediately Pre-emptible without notice</div> <div><div><div><div><div><div><u>Start Date</u></div><div><u>End Date</u></div></div><div><div><u>Weekdays</u></div><div><u>Spots/Week</u></div></div><div><div><u>Rate</u></div></div></div></div><div>Week: 10/08/1210/14/12MTWTF--7\$450.00</div></div></div>												
N 22	KOAT	10/12/12	10/12/12	Katie Couric M-F	2p-3p		:30			NM	1	\$165.00
<div>Class of Time - Immediately Pre-emptible without notice</div> <div><div><div><div><div><div><u>Start Date</u></div><div><u>End Date</u></div></div><div><div><u>Weekdays</u></div><div><u>Spots/Week</u></div></div><div><div><u>Rate</u></div></div></div></div><div>Week: 10/08/1210/14/12----F--1\$165.00</div></div></div>												
N 23	KOAT	10/08/12	10/12/12	Action 7 News @ 6p	6-630p		:30			NM	5	\$2,625.00
<div>Class of Time - Immediately Pre-emptible without notice</div> <div><div><div><div><div><div><u>Start Date</u></div><div><u>End Date</u></div></div><div><div><u>Weekdays</u></div><div><u>Spots/Week</u></div></div><div><div><u>Rate</u></div></div></div></div><div>Week: 10/08/1210/14/12MTWTF--5\$525.00</div></div></div>												
N 25	KOAT	10/08/12	10/12/12	Entertainment Tonight 630-7p	630-7p		:30			NM	5	\$2,875.00
<div>Class of Time - Immediately Pre-emptible without notice</div> <div><div><div><div><div><div><u>Start Date</u></div><div><u>End Date</u></div></div><div><div><u>Weekdays</u></div><div><u>Spots/Week</u></div></div><div><div><u>Rate</u></div></div></div></div><div>Week: 10/08/1210/14/12MTWTF--5\$575.00</div></div></div>												
N 27	KOAT	10/08/12	10/08/12	DWTS	7-10p		:30			NM	1	\$2,300.00
<div>Class of Time - Immediately Pre-emptible without notice</div> <div><div><div><div><div><div><u>Start Date</u></div><div><u>End Date</u></div></div><div><div><u>Weekdays</u></div><div><u>Spots/Week</u></div></div><div><div><u>Rate</u></div></div></div></div><div>Week: 10/08/1210/14/12M-----1\$2,300.00</div></div></div>												
N 28	KOAT	10/10/12	10/12/12	Action 7 News @ 10p M-F	10-1030p		:30			NM	2	\$1,300.00
<div>Class of Time - Immediately Pre-emptible without notice</div> <div><div><div><div><div><div><u>Start Date</u></div><div><u>End Date</u></div></div><div><div><u>Weekdays</u></div><div><u>Spots/Week</u></div></div><div><div><u>Rate</u></div></div></div></div><div>Week: 10/08/1210/14/12--W-F--2\$650.00</div></div></div>												
N 30	KOAT	10/09/12	10/09/12	Private Practice	9-10p		:30			NM	1	\$1,450.00
<div>Class of Time - Immediately Pre-emptible without notice</div> <div><div><div><div><div><div><u>Start Date</u></div><div><u>End Date</u></div></div><div><div><u>Weekdays</u></div><div><u>Spots/Week</u></div></div><div><div><u>Rate</u></div></div></div></div><div>Week: 10/08/1210/14/12-T-----1\$1,450.00</div></div></div>												
N 32	KOAT	10/11/12	10/11/12	Last Resort	9-10p		:30			NM	1	\$1,350.00
<div>Class of Time - Pre-emptible with notice</div> <div><div><div><div><div><div><u>Start Date</u></div><div><u>End Date</u></div></div><div><div><u>Weekdays</u></div><div><u>Spots/Week</u></div></div><div><div><u>Rate</u></div></div></div></div><div>Week: 10/08/1210/14/12---T---1\$1,350.00</div></div></div>												
<div><div><div><div><div><div><div><u>Spot</u></div><div><u>Ch</u></div><div><u>Date Range</u></div><div><u>Description</u></div><div><u>Start/End Time</u></div><div><u>Weekdays</u></div><div><u>Length</u></div><div><u>Rate</u></div><div><u>Type</u></div></div></div></div><div>1 KOAT10/08/12-10/14/12Last Resort7-8p----Th-----:30\$1,350.00NM</div><div>See MG 32.2</div><div>2 KOAT10/08/12-10/14/12Last Resort9-10p----Th-----:30\$1,350.00NM</div><div>Ⓜ MG for 32.1 10/11</div></div></div></div>												
N 35	KOAT	10/13/12	10/13/12	Action 7 News @ 10p Sat	10-1035p		:30			NM	1	\$400.00
<div>Class of Time - Immediately Pre-emptible without notice</div>												

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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	-----S-				1	\$400.00			
N 36	KOAT	10/14/12	10/14/12	Action 7 News @ 10p Sun	10-1030p		:30			NM	1	\$675.00
Class of Time - Immediately Pre-emptible without notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	-----S				1	\$675.00			
N 37	KOAT	10/08/12	10/10/12	Nightline	1105-1135p		:30			NM	2	\$400.00
Class of Time - Immediately Pre-emptible without notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	M-W----				2	\$200.00			
Totals											82	\$35,470.00

*Tax 1 Note: New Mexico Tax Rate 7%

Time Period	# of Spots	Gross Amount	Net Amount	*Tax 1	Total
10/01/12 - 10/14/12	82	\$35,470.00	\$30,149.50	\$2,110.47	\$32,259.97
Totals	82	\$35,470.00	\$30,149.50	\$2,110.47	\$32,259.97

Signature: _____ Date: _____

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